



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.M.M.DEGREE EXAMINATION – ANIMATION

FIFTHSEMESTER – APRIL 2018

MM 5500- DESIGN FOR DEVELOPMENT

Date: 27-04-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer **ALL** questions in about 50 words each.

(10x2 = 20 Marks)

01. Third World Countries
02. Gap & Need Analysis
03. Gender Sensitivity
04. Colour Scripts
05. Social Development
06. PSA
07. Community Media
08. Political Communication
09. Voice Acting
10. Cause Campaign

PART – B

Answer **ANY FIVE** questions in about 250 words each.

(5x8=40 Marks)

11. Explain how you will plan and execute a campaign for a social cause.
12. What is Character Designing? Explain how Animated Characters can be used for a social cause.
13. What was the purpose of creating “Sweetie”, the CGA by the NGO Terres des Hommes?
14. Using Chipotle's Scarecrow Animation Ad, explain concepts like Big Idea and USP.
15. Who is Joanna Quinn and what was her contribution?
16. What was the contribution of Studio Ghibli to Animation?
17. Why is Shin Chang so popular among Tamil Audiences despite cultural differences?

PART – C

Answer **ANY TWO** questions in about 500 words each. **(2 x 20 = 40 Marks)**

18. What are the steps involved in preparing Creatives? How will you evaluate their outcome?
19. List Pixar's Rules of Storytelling for successful animated movies.
20. Why are old Disney movies still evergreen for an audience? What messages and concepts do they use?
21. Compile a list of Animation Movies with a strong Political Impact. Discuss.

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